

Police Traffic Services FY2017

The Office of Highway Safety Planning (OHSP) implements activities in support of national and state highway safety goals to reduce motor vehicle-related fatalities and injuries. The activities include participation in national law enforcement mobilizations as well as sustained enforcement of statutes addressing impaired driving and occupant protection.

Goals:

Decrease fatalities by 18 percent from 901 in 2014 to 742 by December 31, 2018.

Decrease serious injuries by 12 percent from 4,909 in 2014 to 4,308 by December 31, 2018.

Decrease the vehicle mileage fatality rate by 9 percent from .93 in 2014 to .85 by December 31, 2018.

Increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles to 98 percent through December 31, 2018.

Decrease fatalities and incapacitating injuries for alcohol-involved crashes by 14 percent from 1,199 in 2015 to 1,036 by December 31, 2018.

Decrease fatalities and incapacitating injuries for drug-impaired crashes by 2 percent from 473 in 2015 to 464 by December 31, 2018.

Task 1: Traffic Enforcement	\$4,600,000
Section 402 funds	\$4,600,000

Mandatory and Elective Overtime Enforcement

Project Number	PT-17-02+
Benefit to Locals	Yes
Grantee	State, county, and local law enforcement
Grant Amount, Funding Source	\$4,400,000 402
Grant Start-up	October 1
SHSP Strategy	High visibility enforcement. Explore innovative countermeasures for impaired driving.
Project Objective	Conduct up to 35,000 hours of seat belt enforcement by September 30, 2017. Conduct up to 52,000 hours of impaired driving enforcement by September 30, 2017. Average .72 equivalent stops per billed hour of impaired driving enforcement in the Upper Peninsula by September 30, 2017. Average 1.29 equivalent stops per billed hour of impaired driving enforcement in the Lower

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	Peninsula by September 30, 2017. Average 1.09 equivalent stops per billed hour of seat belt patrol in the Lower Peninsula by September 30, 2017.
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High-visibility enforcement increases compliance with traffic laws. The credible threat of a citation or arrest reduces traffic violations, crashes, fatalities, and injuries. The OHSP will fund cooperative overtime enforcement statewide focusing on year-round impaired driving and seat belt compliance, particularly during statewide mobilizations and crackdowns. Enforcement will focus on peak crash times.

Agencies will be eligible to schedule overtime for distracted driving enforcement, disregard of traffic control devices, speed, and unsecure loads on non-commercial vehicles, where supported by local crash data.

Please see the attached *Evidence-Based Traffic Safety Enforcement Program* for further enforcement details.

Funding will support the costs related to overtime enforcement efforts.

Operation Combined Accident Reduction Efforts (C.A.R.E) Enforcement

Project Number	PT-17-02+	
Benefit to Locals	Yes	
Grantee	Michigan State Police Districts	
Grant Amount, Funding Source	\$200,000	402
Grant Start-up	October 1	
SHSP Strategy	High visibility enforcement. Explore innovative countermeasures for impaired driving.	
Project Objective	Reduce fatalities and serious injuries by ten percent from 55 in 2015 to 50 by November 31, 2016.	

Operation C.A.R.E began in 1977 through the efforts of the Michigan State Police (MSP) and Indiana State Police. This project was designed to reduce traffic crashes, fatalities, and injuries through public information, education, and strict consistent interstate enforcement. It is now a nationwide effort.

Earned media will be generated, including district news events. Thanksgiving holiday period will focus on speeding, aggressive driving, seat belts, texting, and impaired driving.

Funding will support overtime enforcement efforts.

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Task 2: Education and Communication	\$2,235,000
Section 405(b) funds-Paid Media	\$900,000
Section 405(d) funds-Paid Media	\$1,650,000
Section 405(b) funds	\$25,000
Section 402 funds	\$20,000

Mobilization Message Development

Project Number	CP-17-03	
Benefit to Locals	No	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$25,000	405(b) PI&E
Grant Amount, Funding Source	\$40,000	405(d)
Grant Start-up	October 1	
SHSP Strategy	Support public information and education campaigns. Explore innovative countermeasures for seat belts and impaired driving.	
Project Objective	Develop four earned media plans to support December, March, May, and August enforcement to maximize local media interest by September 30, 2017.	

Targeted paid advertising messages have helped the OHSP achieve one of the highest belt use rates in the nation. Such efforts have helped reduce unrestrained fatalities and serious injuries. This has involved periodically updating and refreshing the advertising message so it remains memorable and promotes a call to action for young men.

Funding will support the development of new creative themes for enforcement mobilizations, including advertising, earned media, and outreach.

Mobilization Paid Advertising

Project Number	CP-17-03	
Benefit to Locals	Yes	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$900,000	405(b) Paid Media-PI&E
Grant Amount, Funding Source	\$1,250,000	405(d)
Grant Start-up	October 1	
SHSP Strategy	Support public information and education campaigns. Explore innovative countermeasures for seat belts and impaired driving.	
Project Objective	Conduct three media campaigns geared at	

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	special traffic enforcement mobilizations by September 30, 2017. Build awareness for the <i>Drive Sober or Get Pulled Over</i> campaign message among young men to at least 75 percent by September 30, 2017. Continue high awareness for the <i>Click It or Ticket</i> campaign among young men so that at least 85 percent recall the campaign by September 30, 2017.
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The OHSP follows the traffic enforcement mobilization model established by NHTSA. This model calls for paid advertising starting a week prior to enforcement and continuing through the first week of enforcement action. The timing allows motorists a warning period before enforcement action begins. Young male drivers remain the focus of messaging efforts for both seat belt and impaired driving enforcement.

Funding will cover paid advertising costs during the specified mobilization.

Elective Enforcement Materials Development

Project Number	CP-17-03	
Benefit to Locals	No	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$20,000	402
Grant Start-up	October 1	
SHSP Strategy	Support public information and education campaigns. Conduct effective communication and outreach activities.	
Project Objective	Develop public information materials for elective enforcement periods by September 30, 2017.	

The OHSP will support and enhance enforcement in the areas of distracted driving, speed, disregard of traffic control devices, and unsecured loads on non-commercial vehicles with the development and distribution of topic-related materials to help improve public awareness and understanding basic traffic safety guidelines and laws.

Funding will support the development and distribution of materials.

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Task 3: Law Enforcement Training	\$160,000
405(c) funds	\$160,000

Regional Law Enforcement Training

Project Number	PT-17-14	
Benefit to Locals	Yes	
Grantee	Traffic Improvement Association of Michigan (TIA)	
Grant Amount, Funding Source	\$40,000	405(c)
Grant Start-up	October 1	
Project Number	PT-17-15	
Benefit to Locals	Yes	
Grantee	TBD	
Grant Amount, Funding Source	\$120,000	405(c)
SHSP Strategy	Provide enhanced training for all sectors of the criminal justice community. Conduct effective communication and outreach activities. Explore innovative countermeasures for impaired driving.	
Project Objective	Conduct up to eight law enforcement trainings by September 30, 2017.	

Training enables law enforcement officers to be aware of and understand current issues to successfully address traffic safety priorities. The information provided can increase the knowledge and skills of officers who use traffic enforcement as a means to reduce crime, traffic fatalities, and injuries.

With traffic safety laws changing and technology becoming more sophisticated, it is important for law enforcement officers to stay current with techniques that enhance their effectiveness as well as protect their safety. Bringing instructional opportunities to regional areas of the state will provide exposure to valuable information to law enforcement agencies.

Funding will support the costs of the law enforcement training courses.

Task 4: Evaluation	\$230,000
Section 402 funds	\$230,000

Telephone Surveys

Project Number	CP-17-03	
Benefit to Locals	No	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$100,000	402
Grant Start-up	October 1	
SHSP Strategy	Support public information and education campaigns.	

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Project Objective	Determine public perception of safety belt and impaired driving enforcement efforts and advertising messages for campaigns by conducting at least six telephone surveys by September 30, 2017.
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The immediacy of telephone surveys gives the OHSP almost immediate feedback on how drivers perceive and react to programs, giving officials a window into trends based on driver thinking and their likely reactions to enforcement program decisions and approaches.

Surveys of driver attitudes and beliefs can illuminate areas for improvement, identify program enhancements, and determine effectiveness. Surveys allow the OHSP to make adjustments mid-stream during implementation, if necessary, and help develop plans based on current-year data and potential future trends. Ongoing evaluation supports the effectiveness of enforcement mobilizations.

Funding will support the costs of the surveys.

Grant Performance and Data Analysis Support

Project Number	PT-17-01
Benefit to Locals	Yes
Grantee	Western Michigan University
Grant Amount, Funding Source	\$130,000 402
Grant Start-up	October 1
SHSP Strategy	Increase coordination, effective communication, and cooperation among various public and private organizations. Improve timeliness and accuracy of data collections, analysis processes, accessibility, and distribution and systems.
Project Objective	<p>Recommend locations, strategies, and periods for funding in FY2018 based on the county crash data analysis by April 30, 2017.</p> <p>Collect and analyze enforcement reports quarterly for performance by September 30, 2017.</p> <p>Research performance standards for distracted driving, disregard of traffic control devices, and speed enforcement and recommend performance metrics for implementation in FY2018 by September 30, 2017.</p> <p>Review 2011-2015 crash files and provide an in-depth county analysis for performance and</p>

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	crashes by September 30, 2017.
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Michigan's traffic crash data is used to identify and analyze problems, implement countermeasures, and evaluate impact. Law enforcement agencies receiving grant funding from the OHSP for overtime traffic enforcement are determined by countywide crash data and available funding.

This project will determine the impact overtime enforcement has had on reducing fatalities and serious injuries to unrestrained occupants and/or alcohol-involved crashes. It will also analyze and report each agency's ability to meet the recommended performance measures for grant-funded enforcement and recommend detailed enforcement strategies for each county/participating agency.

Funding will support the evaluation of effectiveness of the overtime enforcement efforts.

Task 5: Program Management	\$1,424,000
Section 402 funds	\$1,424,000

Program Management

Project Number	CP-17-02	
Benefit to Locals	No	
Grantee	OHSP-Program Management Section	
Grant Amount, Funding Source	\$1,424,000	402
Grant Start-up	October 1	

Funding will support the shared costs of the Program Management team required to implement and manage the OHSP programs.